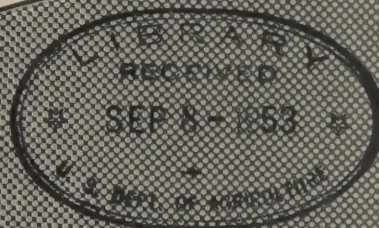


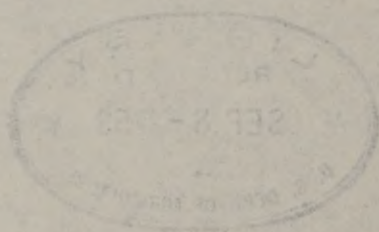
Information Methods

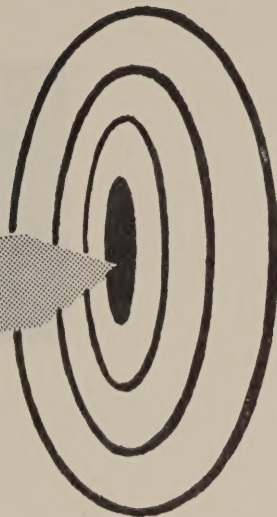
Play a Vital
Supporting Role
in Educational
Work in the
U. S. D. A. and
Land-grant Colleges

LESTER A. SCHLUP
Extension Service
U. S. Department of Agriculture

JUNE 1953 688(6-53)







OBJECTIVE

*of
Agricultural
Information...*

**HAPPIER,
MORE PROSPEROUS,
BETTER INFORMED
PEOPLE.**



OBJECTIVE
of
Agricultural
Information...

HAPPIER,
MORE PROSPEROUS,
BETTER INFORMED
PEOPLE.

WHERE PEOPLE GET HELPFUL

FARM AND HOME INFORMATION

U. S. Department of Agriculture

Land-grant college

County extension workers

Other Federal and State agencies

Neighbors

Farm organizations

Home organizations

Newspapers

Radio

Television

Magazines

Trade papers

Industry

And so on.

*Farm and home
information, no matter
how disseminated,
is usually keyed to...*

- 1** Research of USDA and land-grant college.
- 2** Rural development programs legislated by Congress and administered by the USDA.

Form and home
information, no matter
how disseminated,
is usually keyed to...

Research of USDA and
land-grant college.

Rural development
programs legislated
by Congress and
administered by
the USDA.

- Major part of research-backed information flows through channels of Cooperative Extension Service.
- Local outlet is the county extension agent.

• Major part of research-
backed information
flows through channels
of Cooperative
Extension Service.

• Local outlet is the
county extension
agent.

***THE
COUNTY
EXTENSION
AGENT...***

**SUPPLIES
VERIFIED KNOWLEDGE
AND HELPS CREATE
SITUATIONS IN WHICH
PEOPLE LEARN
TO ATTAIN
THEIR OBJECTIVES
IN THEIR OWN MANNER.**

COUNTY EXTENSION PROGRAMS

REFLECT THESE FIVE GREAT RESOURCES



The Land and what the land produces.

Food, fibers, trees, and the like.



People Who Till the Land

Individuals their farm and community organizations, their churches, schools, local government, and so on.



Research and Fact-Finding

In agriculture and home economics . . . Federal, State and county.



National Agricultural Action Programs

Support prices, stimulated agricultural production to meet national goals, farm credit, marketing, soil conservation, rural electrification, crop insurance, and the like.



Tools and Facilities of Industry

Channels for farm products to go to the consumer, farm machinery, fertilizers, insecticides, home equipment, and others.

These resources are marshalled locally to help people solve their problems

COUNTY EXTENSION AGENTS HELP PEOPLE UNDERSTAND AND SOLVE THESE PROBLEMS

Individual Problems

Farmer problems of cultivation, harvesting, pest and disease control, increasing efficiency of production, managing the farm business, and so on.

Related home problems, such as lack of running water in the home, making clothing, canning fruits and vegetables, serving nutritious meals, family living, and many others.

Community or County-Wide Problems

Health and sanitation, cooperative marketing, conservation of soils and woodlots, better market roads and other adequate public services, and so on.

National Problems

Agriculture's role in contributing strength to national economy, conservation and land-use, international relations, world trade, public finance, United Nations Organization, and other policies and problems on which local understanding is important.

AGENT DISSEMINATES FACTS USING EVERY CHANNEL
AND TEACHING METHOD

Methods for teaching the individual, such as visits to the farm and home, calls by people to the agent's office, advice given on the telephone or through correspondence.

Methods for group assemblies of people, such as meetings, tours, demonstrations, motion pictures.

Mass communication methods, such as news stories, radio programs, exhibits, circular letters, publications.

INFORMATION METHODS HELP AGENTS TO
BOLSTER FACE-TO-FACE TEACHING WORK BY -



Providing people already contacted with additional exposures to the same knowledge released through mass channels.



Widening the influence of knowledge to reach persons not contacted face-to-face.



Reinforcing, interpreting, and clarifying oral teaching with educational aids, such as visual materials and publications, produced for the agents' use.

EXTENSION TEACHING REQUIRES MANY METHODS

NUMBER
OF
METHODS

PERCENTAGE OF FAMILIES CONTACTED
WHO CHANGED BEHAVIOR



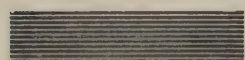
ONE changed 35 %.....→



THREE changed 64 %...→



FIVE changed 86 %....→



NINE changed 98 %....→



To get people to adopt the recommendations of extension teaching, we need to reach them with many extension methods. A group of extension studies has shown that, as farm families were reached by an increasing number of extension teaching methods (from 1 to 9) the percentage of these families changing their behavior increased also (from 35 to 98 percent). (Based on studies of 2,501 farms in five States and 869 homes in four States.)

Combined Operations

What methods caused 3 out of 4 farm families to adopt better practices?

METHODS FOR MASSES

News stories • Radio
Magazines • Exhibits
Circular letters • Posters
Bulletins

METHODS FOR GROUPS

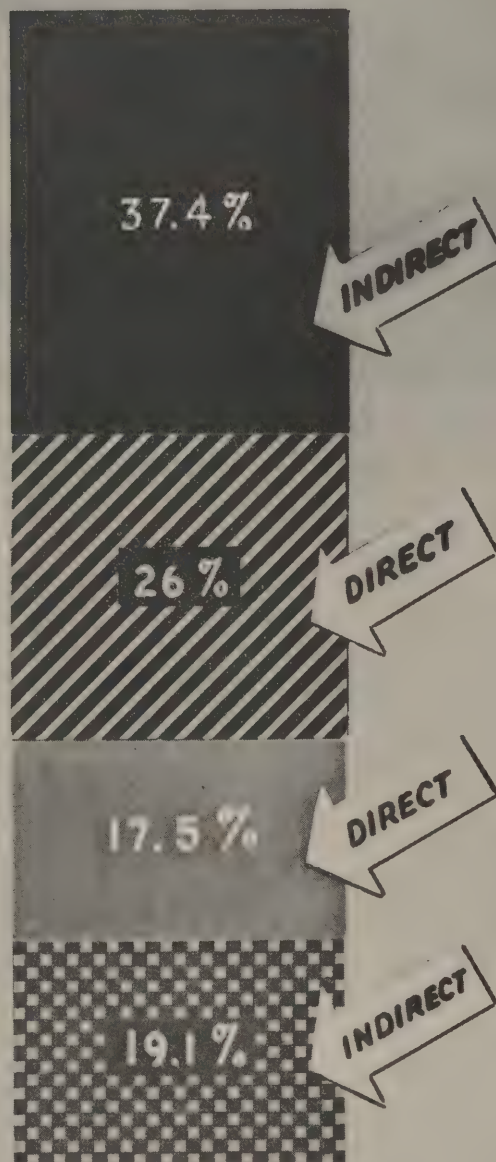
General meetings • Tours
Method demonstration
meetings • Motion pictures
Leader training meetings
Discussion meetings
Extension schools

METHODS FOR INDIVIDUALS

Farm and home visits
Office calls • Correspondence
Telephone calls • Demonstrations

OTHER INFLUENCES

not traceable, probably
mostly from neighbor
to neighbor



Out of every 100 farm families adopting better farm and home practices, about 38 said this was due to popularized scientific information read, seen or heard in bulletins, newspapers, on the radio, or in other mass media.

SOURCE OF FACTS NEEDED BY AGENT

County

Experience of successful farmers, homemakers,
and young people.

Statistics and information about local soils,
crops, livestock, weather, prices, marketing ,
and other pertinent data.

State Land-Grant College

Research information and economic facts.

State agricultural programs

U. S. Department of Agriculture

Research and economic facts.

National agricultural and other programs of
interest to rural people.

CHANNELS FOR PROVIDING AGENTS

WITH INFORMATION FROM THE FACTUAL RESERVOIR

Direct from the Land-Grant College, through:

Extension administrators and supervisors.

Extension specialists in farming and home-making subjects.

Extension editors.

Indirect from the U. S. Department of Agriculture,
through:

National Extension Service to State Extension Service where national information is usually merged with State information before adapting and applying it to local problems.

AGENTS PLACE GREAT RELIANCE ON MASS METHODS
AND EDUCATIONAL AIDS.

In 1952 they --

- Distributed 23 million bulletins.
- Released 908,000 news stories.
- Took part in 167,800 radio programs.
- Used movies, filmstrips, exhibits, and other educational aids.

Newspaper Ads Support Extension

RAYMOND BROWN, Editor
Washington County, Tenn.

Use Your "Nose for News"

Agent W. H. Brown is looking for news
in the "Nose" for news in the "Nose"



GEORGE KESSLER County Agents' Report

GEE HAW?



'1952 IS ELECTION YEAR...

BUT WE WANT TO VOTE NOW
FOR
COMMUNITY CLUBS...

IN THE NEGATIV

4-H Club Nat

Your County Agents

BY COUNTY AGENT J. H. HARRIS
Assistant H. D. HARRIS and M. L. HARRIS

...and the ...

...and the ...

...and the ...

...and the ...

...and the ...

...and the ...

...and the ...

County Extension Agents Use Newspaper Stories, Columns, Pictures, and Advertisements

GREEN ACRES

COUNTY AGENT
NOTES

New Home Ec Agent Has First Class



Home Agents
Column

TOWN 'N' COUNTRY DEAN CATES

COUNTY AGENT

WITH YOUR HOME AGENT

...and the ...

57 Entered in 4-H Press Review Blue Ribbons Awarded

...and the ...

15 4-H Clubbers In Demonstrations At School Thursday

...and the ...

"I" Farm Man To Speak On Tuesday

...and the ...



Some Studied It, Some Chewed It - And Some Sat On It

...and the ...

2,500 Tour Plots, View Machinery At First Saginaw County Grass Day

...and the ...

Win In Judging Contest

...and the ...

"I" Farm Man To Speak On Tuesday

...and the ...

Win In Judging Contest

...and the ...

"I" Farm Man To Speak On Tuesday

...and the ...

The 4-H Quiz Show of the Air

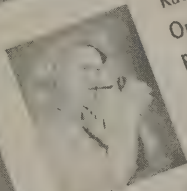
GEORGE ALLEN, 4-H Club Agent, Philadelphia, N. Y.



AT 1340 DIAL
WIRY

On the air, the 4-H Quiz Show of the Air, a weekly quiz show, was the first of its kind in the radio business. It was a check of the 4-H Club members. For a year and a half, the show has been a success.

Radio Is One of My Best Tools



Direct Cable Solves Broadcasting Problem



Home-Town Broadcasts



County Extension Agents Take to the Air

County Extension Agents ¹⁸ Make Regular Use of Bulletins and Circular Letters

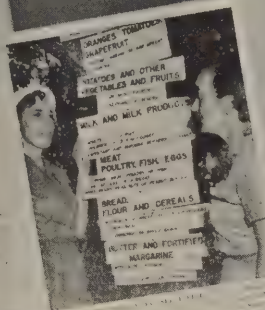


Missouri 4-Hers Enjoy Unusual Visual Aids Device

EDITH A. FLETCHER
County Extension Educator
Warrensburg



Extension Service Review for June 1949



Hoosier Extension Workers Like Visual Aids

FRANK L. BOWEN, Assistant Extension Editor, Purdue University

The Hoosier Extension Workers are very interested in the use of visual aids in their work. They have found that these aids are very helpful in teaching the people of the state about the many things that are going on in the world around them. They have found that these aids are very helpful in teaching the people of the state about the many things that are going on in the world around them.

All Kinds of Visual Aids Help the Agent Inform Rural People

NEW.....

FILMSTRIPS

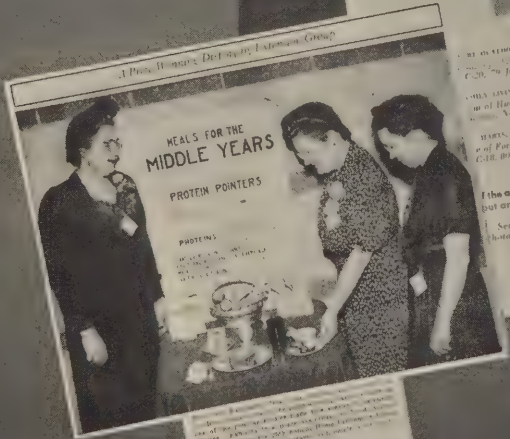


NEW OUTLINE CHARTS 1952
NEW OUTLINE CHARTS 1952
NEW OUTLINE CHARTS 1952
NEW OUTLINE CHARTS 1952
NEW OUTLINE CHARTS 1952
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NEW OUTLINE CHARTS 1952
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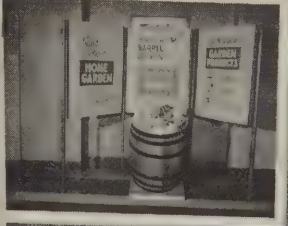
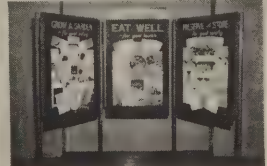
If the above films are full of
fun and mounted in cards
Send your order, ocean
Photo Lab, Inc. 3825 Green



Extension Service Review for August 1951



175 at Outstanding Achievement Day



WHERE AGENTS GET HELP IN USING THESE METHODS

Direct from State Extension Service in the Land-Grant College.

Indirectly from National Extension Service in the U. S. Department of Agriculture

By



Instruction pamphlets.

Training schools, workshops, and summer sessions.

Tips through special services or correspondence.

The national Extension Service Review.

Already prepared educational aids for immediate use.

Field visits to agents' offices.

THE STATE EXTENSION EDITOR

In using mass communications media and visual aids, county extension agents look for leadership, training, and "information aids" to:

THE STATE EXTENSION EDITOR AND MEMBERS OF HIS STAFF

The State extension editor is a part of the staff of the Cooperative Extension Service of the U. S. Department of Agriculture and the State land-grant colleges. Under the administrative direction of the State extension director, the State extension editor is responsible, among other things, for releasing through mass communication methods, information about agriculture, home economics, and related subjects.

A leaflet is available from the Division of Extension Information, Extension Service, U. S. Department of Agriculture, Washington 25, D. C., on:

THE ROLE OF THE STATE EXTENSION EDITOR OF THE COOPERATIVE EXTENSION SERVICE

THE STATE EXTENSION EDITOR



Popularizes and disseminates constructive information on better farming and homemaking practices.



Keeps public informed, through mass communication channels, of all worthwhile developments in agriculture and home economics.



Trains, guides, and assists State and county extension staffs to make the most effective use of news, radio, television, visual aids, printed materials, and similar methods.



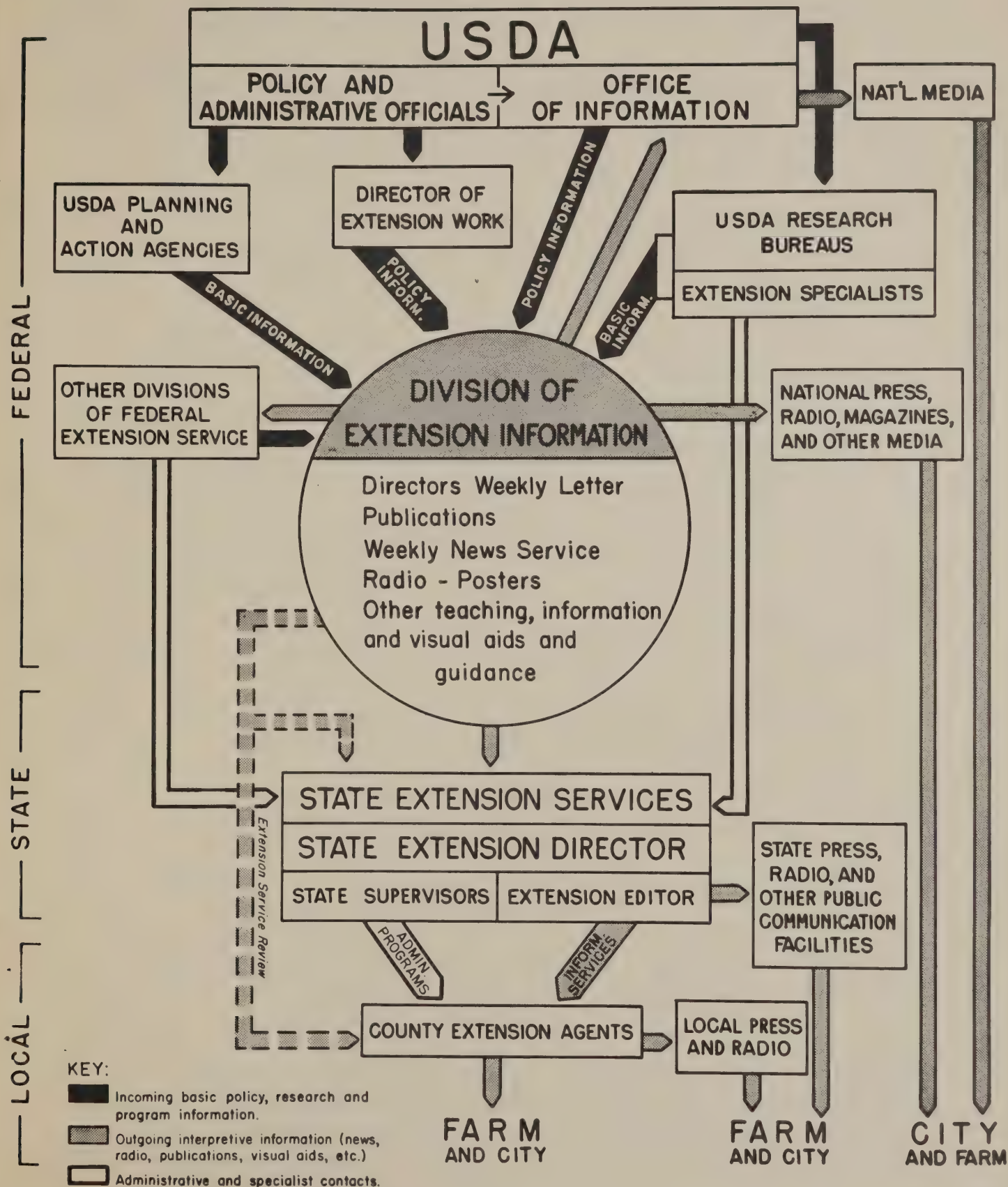
Aids extension directors and other college administrators with the mass communication and public relations aspects of educational objectives.

The HUB, the SPOKES, and the RIM
of the State Editor's Wheel of Services and Relationships



*Extension editors'
activities coordinated
with objectives and
programs of the
USDA*

through the Federal
Extension Service
Division of
Extension
Information.



FUNCTIONS OF THE DIVISION OF EXTENSION INFORMATION

In supporting the overall, localized educational program of the Cooperative Extension Service, the Extension Information Division in Washington:

- (1) Acts as liaison between U.S.D.A. and State extension editors.
- (2) Helps extension editors train extension workers in meshing their direct teaching with mass media; and in producing and using educational aids.
- (3) Informs extension editors about national agricultural information and program developments, in cooperation with the Office of Information and Agencies.
- (4) Aids the Director of Extension Work in keeping State extension directors notified of background information and program developments, in writing the annual reports, preparing talks, and other materials.
- (5) Provides consulting guidance to State extension editors on their plans of work, programs, and activities, and gives them other services as needed.
- (6) Publishes a professional magazine featuring the practical application of extension teaching methods.
- (7) Prepares visual and written educational aids designed to strengthen local extension work.
- (8) Prepares materials and information designed to interpret extension work to the public.
- (9) Handles editorial work and performs other related services in the information, communications, and public relations fields.

The Division Staff, headed by Lester A. Schlup, consists of a radio-TV specialist, visual specialist, 5 information specialists, a photographer, 3 artists, plus other positions to handle distribution, clerical and administrative activities.

Circular Letters



THE CLUB
REPORTER'S
Handbook

27

writing
Four-H news
in

Lettering

Federal and State Extension Offices Issue Training Helps for Agents

*You
And Your
Newspaper
Editor*

Educational
EXHIBITS

Radio Handbook
For Extension Workers

by C. A. Bond
and W. H. Zipp

How to Prepare

U. S. DEPARTMENT OF
MISCELLANEOUS PUBLICATION

FEBRUARY 1946

What RESEARCH SHOWS ABOUT

VISUAL
AIDS

EXHIBITS
PICTURES
CHARTS
POSTERS

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE

Get the "low down"
on visual aids



Hundreds of fire
extinguishers



28

More radio schools held



Orientation
course



observes county agent
sary

Federal and State Extension
Services Train Agents in
Information and Visual Methods
through Visits, Conferences,
"Schools", Workshops, and
Summer Sessions



TYPE MIKE

VISUAL AIDS TIP SHEET

MINNESOTA AGRICULTURAL EXTENSION SERVICE

L. GRAHAM MURPHY, Visual Aids Specialist

29

Visualizing

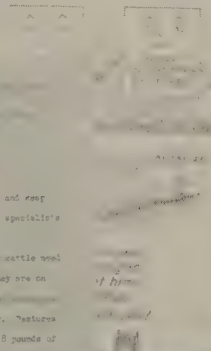


Visualizing

Visualizing

Grasslands Program-1.

They Go HAND-IN-HAND!



God

made

the

land

best

for

us

to

live

on

it

and

to

use

it

to

live

on

it


Feed grain supplies may be stretched and farmers can save money and keep livestock through good pasture, U. S. Department of Agriculture specialists

emphasizes that dairy cattle need less grain and the milk they produce contains more vitamin A when they are on pasture. They get their best and cheapest feed from pasture. A cow on adequate pasture alone will produce 25 to 30 pounds of milk daily. Pastures of average quality and production will provide daily equivalents of 8 pounds of alfalfa and 4 pounds of grain. Dairy buffers can be raised on 10

Tip sheets, special service letters, fill-in news items, and cartoon suggestions, directly from State Extension Editors and indirectly from the Federal Extension Service help county extension agents inform rural people.

Press—Radio—Pictures
Tell the Extension

To Photograph
an Experimental Plot

Science Flashes 

Comments Problems
of 1944

Have you
read...



In this issue—

First Call to Sumner

Classroom Study in

Extension

Just What Is My

Extension?

Visual Aids

Extension and I

Extension and I

Extension and I

Extension and I

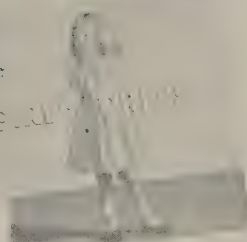
DEMONSTRATIONS
Plus Color Slides Give Results

One Slide Worth More
Than Page of Notes

F. H. ALLEN, Extension Agent, Fayette County, Ill.

Group pictures can tell a story

new U.S.D. A. filmstrip
showing how to make a
girl's dress step by step



30

The national *Extension Service Review* serves county extension agents each month with current developments, including the latest information on extension methods and techniques.

LIST
of Available Publications
of the
United States
Department of
Agriculture

Compiled by Thomas M. Day

**Agricultural
Publications**
JANUARY 1952

Fact Sheet

Maryland Farm and Home Publications

Maryland Residents

Explanation of Letter Designation

Non-State Residents

SLIDEFILMS

OF THE
U.S. DEPARTMENT
OF AGRICULTURE

As these lists indicate there are hundreds of Federal and State farm and home motion pictures, film strips, bulletins, and leaflets – all ready for use by county extension agents

NATIONAL AND STATE BACKDROP

In addition to the local use of information channels and methods by the county extension agent, both the Land-Grant College and the U. S. Department of Agriculture support and back up his work with news stories, radio programs, feature articles in magazines, cooperative planning with industry of movies and other educational aids which have no product advertising, and the like, which reach both farm and urban audiences.

PHILOSOPHY OF EXTENSION INFORMATION

1 Content --

- (A) Determined by (a) operating programs and knowledge made available by the institutions of which Extension is a part; that is, the USDA and the land-grant colleges; and (b) the needs and desires expressed or felt by people to be served.
- (B) Collectively, the content areas cover broad segments of human activity.

2 General Aims of Information --

- (A) Attract attention.
- (B) Develop interest.
- (C) Convey factual information.
- (D) Facilitate sound decisions.
- (E) Encourage action.

3 Effectiveness of Information --

Determined by how well the recipient is able to relate it to his own experience and understanding; what it means to him in terms of his habits and welfare. This means the information should be-

- (A) Based upon authoritative knowledge tested under conditions similar to those where it is to be disseminated.
 - (B) Adapted to local needs and attitudes of people.
 - (C) Presented in the words and expressions people in the community commonly use.
 - (D) Sponsored by the closest official source that people trust.
-

Information is not the property of the recipient; it is the property of the sender. It is the sender's responsibility to ensure that the information is accurate and reliable. The recipient should not rely on the information without verification.

Information is not the property of the sender; it is the property of the recipient. It is the recipient's responsibility to ensure that the information is accurate and reliable. The sender should not rely on the information without verification.

Information is not the property of the sender or the recipient; it is the property of the community. It is the community's responsibility to ensure that the information is accurate and reliable. The sender and the recipient should not rely on the information without verification.

Information is not the property of the sender, the recipient, or the community; it is the property of the world. It is the world's responsibility to ensure that the information is accurate and reliable. The sender, the recipient, and the community should not rely on the information without verification.

Information is not the property of the sender, the recipient, the community, or the world; it is the property of the universe. It is the universe's responsibility to ensure that the information is accurate and reliable. The sender, the recipient, the community, and the world should not rely on the information without verification.

Information is not the property of the sender, the recipient, the community, the world, or the universe; it is the property of the infinite. It is the infinite's responsibility to ensure that the information is accurate and reliable. The sender, the recipient, the community, the world, and the universe should not rely on the information without verification.